



26<sup>th</sup> October 2010

Mr Richard Sheldrake  
Chairman Horticultural Congress Trust  
PO Box K220  
Haymarket NSW 1240

Dear Sir,

As a fortunate recipient of an award to attend the 2010 International Horticultural Congress in Lisbon, Portugal in August 2010, I wish to thank the Horticultural Congress Trust members and Industry & Investment NSW for this amazing opportunity.

This 28<sup>th</sup> International Horticultural Congress, held every 4 years, is a mecca for every horticultural scientist, researcher or supporter and is a week filled with symposia, colloquia, seminars, thematic sessions, workshops & business meetings that were all staged in the Congress Centre of Lisboa. Around 3,500 global delegates from almost every branch of horticultural science also experienced the General Assembly of the International Society for Horticultural Science. The ISHS confirmed the new President and new Board Members and celebrated excellence and achievement through the ISHS Fellow Awards, Honorary Members and Awards.

Additionally, the 29<sup>th</sup> IHC was promoted as coming to Brisbane, therefore a large contingent of Australian 'Ambassadors' attended to promote this event at the official promotional booth to encourage the horticultural world to visit in August 2014. The booth was a collaborative effort between Australia, New Zealand and various Pacific Island nations using the distinctive 'avostralia' logo to provide a unique congress brand and a huge incentive to attend the Brisbane Convention & Exhibition Centre.



Ambassadorial duties included theme promotion ('Horticulture – Sustaining Lives, Livelihoods and Landscapes'), advising of strong government and Brisbane industry support for this event, informing them of a safe, affordable and friendly city with convenient access from around the world and abounding with unique flora and fauna.

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The Australian Ambassadors had a dual role in supporting the booth and assessing the way this congress was conducted and reporting back to the committee aspects of the congress that went well or could be improved and how we might do better. (my feedback form attached as appendix a). It is expected that around 4,000 delegates will attend IHC2014 Brisbane therefore much preplanning and support is necessary to showcase Australasian horticultural science to the world community at its best.

I also took this opportunity to meet up with Dr Bill Carlile (Chairman ISHS Commission Plant Substrates & Soilless Culture) to discuss the possibility that Melbourne be considered to host the 2013 International Convention and Exhibition of Plant Substrates and Soilless Culture Symposium. Protected Cropping Australia (formerly AHGA) is due to hold its biennial national conference in Melbourne in July 2013 and proposed to co-event with the ISHS symposium. It was ultimately resolved that we join forces at IHC2014 to avoid international delegates travelling the long distance to Australia 2 years in a row.

Additionally, I was nominated for two ISHS Commission Vice-Chairmanships (Protected Cultivation and Substrates & Soilless Culture) that would have begun a four year term from Lisbon. Whilst I was ultimately unsuccessful in these nominations, It gave me an opportunity to meet with similar international networks and placed Australia on the global protected cropping stage.

I come from both a technical and commercial grower background, and one aspect that I would like to raise is the apparent disconnect between commercial growers and the scientific/research community. This manifests itself in language used and projects researched and I have suggested that we bring together knowledge providers with knowledge users via a forum at IHC2014 to further explore ways of improving our lines of communication and needs of the two groups.

In closing, I would like to make special mention of the international support afforded me by Gerard McEvilly, Dr Russ Stephenson, Prof Ian Warrington, Prof Rod Drew, Peter Oppenheim, Jill Stanley and Geoff Connellan amongst many others. Their friendly and professional support portends well for a great IHC2014 in Brisbane and I look forward to working with them to bring the protected cropping industry to this global horticultural event.

Finally, thanks again to the Horticultural Congress Trust and Industry & Investment NSW for this opportunity, and to Horticultural Australia Ltd for matching funding support;

Best Regards

*Graeme Smith*

President - Protected Cropping Australia  
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(appendix a)

## FEEDBACK ON IHC2010 IN LISBON

Ambassadors for IHC2014 are asked to observe the organisation, management and operation of IHC 2010 in Lisbon to identify what worked well, what did not and how we can do a better job at IHC2014 in Brisbane.

<b>What worked well?</b>	<b>What did not work well?</b>	<b>How can we do better?</b>
Pre-conference procedures – registration as speaker, attendee		
Reasonably good and timely		
In-person Registration – queues, efficiency, time to register		
Reasonably good and timely, however...	Probably not enough booths with long lines impacting on human access to other areas of congress centre	More registration booths (at least 1 <sup>st</sup> day or so) Split booths into surnames/initials, etc Include more problem solving areas
Welcome Reception – food quantity, quality, service, drinks service, venue suitability		
Pretty good as had cultural significance	Difficult to get high volumes of people to another venue	Keep reception in same centre, but have a spectacular themed dinner (Uluru and welcome smoking ceremony with local aboriginal groups?)
Lunches – service, quality, quantity, availability		
Not much other than reasonable diversity of coffee stations	Reasonably poor options as local cafe crowded No main meals offered as part of delegate fees	Engage Brisbane Markets and AusVeg to supply fresh fruit and other food options each day Full day catering if possible?
Congress sessions – room size for audience, suitability, program on time, quality of presentations		
Reasonably good	Papers on scientific trials regularly limited to small crop period, data not that useful to commercial growers unless full crop impacts covered	Better delegate info around centre (large copies of total program in conspicuous places) Outside each room to have electronic advice of current sessions Advise session restarts via congress PA
Speakers services – efficiency of paper and PowerPoint submission, assistance given		
n/a		
Accommodation & transport to venue – range, cost, value, convenience		
Questionable	Taxi costs accumulate as no easy public transport	Coordinate bus and taxi companies, etc

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Congress Dinner – pre-dinner arrangements, service, food quality, quantity		
n/a (booked out)		
Entertainment at Congress Dinner- easy to see & hear, length of time, rating		
		I heard that Aussie promotion on quite late in the night? If so, bring ours forward as a courtesy to next host
Partners Program – suitability, enjoyable, cost effective		
n/a		

Based on your experience in Lisbon and other similar events, please give your suggestions on how we can make IHC2014 an outstanding success. Please write comments below.

- 1) IHC2014 Brisbane great opportunity to bring knowledge providers with knowledge users (research scientists with commercial growers), facilitate forum between two groups to discuss research needs of both  
Also opportunity to standardise units/terminology (e.g. HD in lieu of VPD, to better communicate research outcomes with commercial growers?)

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- 2) Name tags to have larger text, double sided and include country and basic area of interest (e.g. pathology, nutrition, etc)

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- 3) More assistance (guides?) in strategic areas

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- 4) Message boards to connect or contact people

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- 5) Have similar Horticulture Brokerage Event, 'Get Connected' to link delegates to service providers

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- 6) Consider following as possible IHC2014 sponsors?
  - a) Brisbane Markets and AusVeg to supply fresh fruit and vegetable to conference

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  - b) Wine Australia to supply wines to conference and market to international audience

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  - c) Australia Council for the Arts to facilitate 'Horticultural Art Event'

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  - d) Protected Cropping Australia to co-event with national biennial conference that includes trade expo with ± 60 booths that could provide a point of interest to delegates and guarantee high volumes of traffic for exhibitors

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  - e) Also investigate possible opportunity to co-event with AusVeg annual conference to bring high number of commercial growers to event (and boost expo booths above)

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